



**CMSF** CALIFORNIA  
MARINE  
SANCTUARY  
FOUNDATION

# BLUE WATERS ALLIANCE

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A PARTNERSHIP BETWEEN THE MARINE  
INDUSTRY AND HARBORS AND MARINAS  
TO KEEP THE PACIFIC OCEAN BLUE AND  
CLEAN

## WHAT IS THE BLUE ALLIANCE?



- **What:** A voluntary, non regulatory alliance to improve coastal water quality at harbors and marinas in California through sustainable financing, pollution prevention equipment and training
- **Who:** Marine Industry, Harbors, Marinas, State and Federal agencies, NGOs and boaters
- **Why:** As the boating industry is exploding in the US, harbors and marinas are struggling to meet basic demands. With limited staff and funding, environmental protection is often low on the priority list. A more streamlined support scheme as well as secure funding is needed.



An aerial photograph of a ship's wake in a dark, stormy sea. The water is turbulent with white foam and spray from the ship's wake. The sky is overcast and grey.

## AN ALLIANCE TO ASSIST HARBORS & MARINAS

We realize you are already dealing with abandoned vessels, dredging, alien species, sea lion and bird problems, permitting and reporting, parking shortages, and an ever-increasing list of responsibilities



## GOALS

- Install cutting edge water quality pollution prevention equipment at marinas and harbors
- Create a sustainable financing scheme
- Promote alliance members involvement thru proactive measures
- Increase awareness of problems, solutions and tools
- Build incentives for involvement
- Monitor and evaluate progress





## INDUSTRY AS A PARTNER

Coastal water quality is deteriorating along California coast at the same time the marine industry is expanding & thriving



## HARBORS AND MARINAS ARE A STRATEGIC FIRST LINE OF DEFENSE FOR PROTECTING COASTAL SPECIES AND HABITATS

- Water quality in a marina reflection of pollutants generated at marina but also accumulate discharge from multiple upstream sources
- Strategic location to focus water quality improvements





# POWER IS OUT ON E DOCK

- Interest and support for water quality protection
- Extensive and expanding list of harbormaster responsibilities
- Lack funding, staffing and expertise to apply for challenging grants for environmental protection





# WHAT DO PARTNERS DO?



**FUNDING**  
**TECHNICAL ASSISTANCE**  
**PARTNERSHIPS**  
**CLOUT**  
**EXPERTISE**



# EQUIPMENT

- ❖ Sewage pumpout
- ❖ Boat yard water treatment plant
- ❖ Trash Skimmer
- ❖ Solar waste management systems
- ❖ Fueling clean up equipment
- ❖ Bilge Water pumpout
- ❖ Storm Drain filters
- ❖ Green infrastructure







# PARTNERS

- ❖ National Marine Sanctuaries
- ❖ The Ocean Conservancy
- ❖ Clean Marine Program
- ❖ National Marine Manufacturing Association
- ❖ Industry leaders



# NEXT STEPS

- ❖ Looking for \$40,000 for business and strategy development
- ❖ Create an advisory team
- ❖ Identify key industry partners for funding
- ❖ Develop criteria and process







## QUESTIONS FOR YOU?

1. Do you know of potential industry funders?
2. Are we missing major partners?
3. Are there pots of funding that you don't have time to apply for?
4. What is the biggest obstacle to your site improving water quality?
5. Suggestions or Thoughts?

# TESTING INNOVATIONS IN TECHNOLOGY

## Marine Debris Funding National Sea Grant



- Test new innovative marine debris prevention and removal techniques in different harbors statewide
- Seeking 1-2 additional sites as partners to receive equipment and test equipment
- Equipment Tested:
  - Storm drain filters and removal
  - Trash skimmers
- Is this opportunity right for you?





*THANK YOU*